

| Finnish hair professionals |

DS Blond Shampoo

INCI	EXPLANATION
Aqua	Purified water, solvent.
Sodium Laureth Sulfate	Surface active detergent, gives good foam.
Disodium Cocoamphodiacetate	Mild detergent
Cocamidopropyl Hydroxysultaine	Mild detergent
Glycerin	Glycerin, moisturizing solvent.
Butylene Glycol	Moisturizing solvent
Sodium Chloride	Adjusts the thickness of the product.
Lauryl Glucoside	Mild.
Dimethylpabamidopropyl Laurdimonium Tosylate	Cationic hair protective agent. Protects hair from the sun's damaging effects and prevents hair discoloration. Eases handling of hair.
Ethylhexyl Methoxycinnamate	Cationic hair protective UV filter.
Panthenol	Pro-vitamin B5. Hydrates and protects hair and scalp. Antiseptic.
Polyquaternium-10	Cationic conditioning agent. Hair becomes soft and easier to detangle. Both wet and dry combing will improve.
Polyquaternium-53	Makes hair color longer lasting, conditions and detangles hair, eases combing.
PEG-18 Glyceryl Oleate/Cocoate	Thickens the product
PEG/PPG-15/15 Acetate Dimethicone	
PEG/PPG-15/15 Allyl Ether Acetate	
PEG/PPG-15/15 Acetate	
Tetrasodium EDTA	Neutralizes contaminants found in water, for example heavy metals and salts, renders them water-soluble and thus to be easily rinsed out. Contributes to the product's shelf life. Prevents changes in hair color and creates a more successful foundation for color, bleaching and perm treatments. Effective synergy with etidronate.
Phenoxyethanol	Preservative
Iodopropynyl Butylcarbamate	Preservative
CI 60730	Water-soluble
CI 16035	Water-soluble.

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Citric Acid

Adjusts the product's pH value suitable for hair and skin.

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